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UTILITY PATENT APPLICATION TRANSMITTAL

(New Nonprovisional Applications Under 37 CFR § 1.53(b))

Attorney Docket No.

SNY-P4164

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

Transmitted herewith is the patent application of () application identifier or (X) first named inventor, PETER RAE SHINTANI, entitled Targeted Advertising During Playback of Stored Content, for a(n):

(X) Original Patent Application.

() Continuing Application (prior application not abandoned):

() Continuation () Divisional () Continuation-in-part (CIP)
of prior Application No. _____, filed on _____.

() A statement claiming priority under 35 USC § 120 has been added to the specification.

Enclosed are:

(X) Specification; 40 Total Pages (X) Drawing(s); 5 Total Sheets.

(X) Oath or Declaration:

(X) A Newly Executed Combined Declaration and Power of Attorney

(X) Signed. () Unsigned. () Partially Signed.

() A Copy from a Prior Application for Continuation/Divisional (37 CFR § 1.63(d)).

() Incorporation by Reference. The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied, is considered as being part of the disclosure of the accompanying application and is hereby incorporated herein by reference.

() Signed Statement Deleting Inventor(s) Named in the Prior Application (37 CFR § 163(d)(2)).

() Power of Attorney. (X) Return Receipt Postcard

() Associate Power of Attorney. (X) A Check in the amount of \$ 2168.00 for the Filing Fee.

() Preliminary Amendment. () Information Disclosure Statement and Form PTO-1449

() A Certified Copy of Priority Documents (if foreign priority is claimed)

() Statement(s) of Status as a Small Entity.

() Statement(s) of Status as a Small Entity Filed in Prior Application, Status Still Proper and Desired

() Credit Card Payment Form. Charge any under payment or credit overpayment to deposit account # 501267.

(X) Other: Assignment AND COVER SHEETJC878 U.S. PTO
09/15/2000

01/02/01

CLAIMS AS FILED				
FOR	NO. FILED	NO. EXTRA	RATE	FEE
Total Claims	81	61	\$18.00	\$1,098.00
Independent Claims	7	4	\$80.00	\$320.00
Multiple Dependent Claim Fee (if applicable)				\$0.00
Assignment Recording Fee (if applicable)				\$40.00
Basic Filing Fee				\$710.00
			Total Filing Fee	\$2,168.00

The Commissioner is hereby authorized to charge any fees required or credit any overpayment to this Deposit Account 501267. A duplicate copy of this sheet is enclosed for fee processing against this Deposit Account.

Respectfully submitted,

By:

Jerry A. Miller, Reg. No. 30779Date: 12/29/00

Correspondence Address.

CUSTOMER NUMBER 24337

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I hereby certify that the above items are being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 CFR § 1.10 on the date indicated below and is addressed to:

Assistant Commissioner for Patents
Box Patent Application
Washington, D.C. 20231

By: Catherine N. Miller

Typed Name: Catherine N. Miller

Express Mail Label No.: EJ859001705US

Date of Deposit: 01/02/01